

MEDIA KIT



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facts & figures

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| 25hours Hotel Bikini Berlin Budapester Straße 40 10787 Berlin | p +49 30 12 02 21 0 E bikini@25hours-hotels.com |
| Opening | January 2014 |
| Developer | Bayerische Hausbau GmbH |
| Operator | 25hours Hotels |
| Owner | BHG Bayerische Hausbau |
| General Manager | Francesca Schiano |
| Architecture | 1955: Paul Schwebes / Hans Schoszberger 2013: Hild und K Architekten |
| Interior Design & Story | Studio Aisslinger, Berlin |
| Location | Centre of Berlin between the Memorial Church and Berlin Zoo, Zoologischer Garten S-Bahn suburban rail station: 200 m, Berlin main station: 5 km, Berlin Tegel Airport: 9 km, Brandenburg Gate: 3 km, Tiergarten park: 10 m |
| Hotel | 149 rooms A fun design mix combining and contrasting the urban jungle with the greenery of Berlin's Tiergarten park. Designed by a team headed up by Werner Aisslinger. Conference suite for up to 100 people, 25hours Things Shop, Co-Working Area, Bikini Island, Hammock Corner (3 rd floor), rooftop bar and restaurant, sauna on the ninth floor with a view of Berlin Zoo's ape house, free Wifi |
| Rooms | Cosy oases of calm with urban or jungle-inspired design features. Bathroom with rain shower, air-conditioning, safe, minibar, iHome docking station, LAN port, Schindelhauer bikes in L rooms for guests' personal use |
| Meetings & Events | Three meeting rooms for up to 100 people, various meeting and event facilities at the neighbouring Zoo Palast |

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Prices

Medium Urban from EUR 169 per room per night
Medium Jungle from EUR 194 per room per night
Large Urban from EUR 219 per room per night
Large Jungle from EUR 244 per room per night
Extra Large Urban from EUR 244 per room per night

prices include VAT but exclude breakfast.

Breakfast: EUR 24 per person

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overview

Built in the 1950s by the architects Paul Schwebes and Hans Schoszberger, the so-called Bikini House was the architectural expression of a new attitude to life hallmarked by dynamism, freedom, optimism and consumerism. This architecture – twinned with the building's unique location – also gives Bikini Berlin its identity for the future. With its 149 rooms, the 25hours Hotel Bikini Berlin will form part of the building complex when it moves into the detached Kleines Hochhaus – the smaller of two high-rises – by the so-called Elephant Gate of Berlin Zoo. It is the young hotel group's first property in the German capital. "We always wanted to open a hotel in Berlin," says a delighted Christoph Hoffmann, founder of 25hours. "Now we've found the best home we could imagine between the Memorial Church and Kurfürstendamm on the one hand and the green oasis of Tiergarten park and Berlin Zoo on the other." The location and the architecture also inspired the interior design by Studio Aisslinger.

As soon as you enter the ground floor of the hotel, it becomes clear that the special architecture of the Kleines Hochhaus demands special treatment when it comes to design. The entrance foyer starts with a surprising twist: there is no reception as far as the eye can see. Instead, the space's most striking feature is its incredibly high ceiling. The ground floor, first and second storeys are merged to create a single, light-flooded atrium. New arrivals are greeted by this gallery-like space, with the entrance flanked by two pillars which are still adorned with original graffiti. An oversized tri-vision hoarding with changing images immediately catches your eye. Wire trees filled with plants soar towards the ceiling and foliage winds its way across the walls too in the form of intricate black and white illustrations by the Japanese artist Yoshi Sissay. These form part of the hotel's signage and crop up repeatedly throughout the property. In a nod to the mobility celebrated in days gone by, there is a retro-style MINI van in the middle of the room, which serves as a flexible reception counter if need be. As a counterpoint, stylish Schindelhauer bicycles are suspended from the ceiling. The creative team consciously plays with guests' expectations and builds up a sense of suspense on the ground floor. Anyone who uses one of the two lifts on the left will see what the designer means. In the middle of a cleverly abstracted animation, guests are surrounded by greenery as they ascend – a metamorphosis of the urban jungle and a real forest. "I'm going to spend the whole day in the lift," says General Manager Francesca Schiano, laughing.

On the third floor, the loft-like foyer containing the hotel's reception, which is covered with original turquoise tiles from the underground station Alexanderplatz. The kiosk, in-house bakery and numerous corners have a relaxed, communicative atmosphere. This storey also houses the three meeting rooms for up to 100 people. The ninth floor contains the Jungle Sauna with a dry sauna and rest area. Perched above everything else, the tenth storey is a lively marketplace. It boasts a breathtaking 360-degree view and plenty of other attractions morning, noon and night: the NENI Berlin restaurant serving eclectic East Mediterranean cuisine and the Monkey Bar with its fireside corner and spectacular rooftop terrace. The various lovingly designed spaces provide a retreat from the urban jungle and offer individuality, flexibility, aesthetic appeal, inspiration and sustainability. 25hours creates an integrated platform where locals and guests can mingle and chat.

If that's not your thing, you may prefer to go about your business indoors in the Working Lab – with free Wi-Fi, of course. Experimental seats with a difference offer a new perspective on things. "We're not talking about the usual

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suspects,” says Werner Aisslinger with a grin, referring to the common or garden business corners in many hotels. “Have you ever sat with your laptop in a raised hide with a canopy which can be raised and lowered?” the designer asks mischievously, pointing at a colourful steel frame with an adjustable fabric hood. Next to it is a wooden bunk on four feet with a curtain: Shelter is the ideal creative retreat as it keeps out external sights and sounds. Designed for Vitra in 2012, the Swing Sofa is perfect for relaxing. Reminiscent of a garden swing seat, Aisslinger’s sofa is specifically designed for an office setting to provide time-out from the daily grind and a setting for productive discussions. The large adjacent Bikini Island area offers plenty of space to kick back and put your feet up. Werner Aisslinger designed Bikini Island – a unique seating concept – specially for 25hours and developed it in conjunction with Moroso. “We’re proud to have provided the impetus for this innovative project and to be a part of it,” says 25hours founder Christoph Hoffmann.

Behind this is the 25hours Bikini Berlin function suite, comprising three conference rooms for up to 100 people. All three rooms offer a blend of transparency and privacy, professional conference equipment and their own distinctive use of shapes. The City Microhouse (approx. 14 m²) looks towards the Memorial Church. Werner Aisslinger describes it as “an urban box which flirts with the style of a bus stop”. The Jungle Microhouse (approx. 17 m²) with its slats and wooden detailing presents a more natural face and overlooks the zoo. Both units have space for up to ten people to gather around a conference table. Meetings held in the largest space, the Freiraum (approx. 100 m²), have a distinctly green feel. Thank to various seating options, the space can cater for parties of different sizes. Its main features are a polished stone floor, lots of glass and light, warm soft furnishings in the form of curtains, and a huge wall made of wooden pallets which is bursting with plants.

The fourth to ninth floors house 149 guest rooms in six different categories. All of the rooms are designed for people who don’t just want to get a taste of the capital when they are out and about – they want it to be reflected in their accommodation. The rooms boast all the standard 25hours features urban nomads love: ultra comfortable beds, air-conditioning, sustainable toiletries, a flat-screen TV, a minibar, UE speaker and free Wi-Fi. The corridors on the individual floors are conspicuously dark and mysterious with just the white neon room numbers providing guidance. References to Berlin’s club scene are no coincidence. After all, the Bikini building was home to the popular Linientreu for 26 years – almost certainly the last original 80s disco in City West. “The darker the hallway, the more surprising the mood when guests walk into their room,” says Werner Aisslinger.

Half of the rooms bear the name Jungle and overlook the ape house and elephant enclosure at Berlin Zoo. Natural materials and warm colours set the tone here, with wood playing a key role, e.g. for the flooring and furniture. The shelving system consisting of open and enclosed components was designed by Studio Aisslinger for 25hours and offers all-purpose storage space. Floor-to-ceiling windows guarantee a direct view of the rock in the ape enclosure. Many of the rooms have a hammock spanned in front of the large windows, creating an exclusive feel-good space reminiscent of a small, private conservatory. Without a doubt, this must be the best spot for undisturbed animal watching in the whole of Berlin.

The other half of the oases of calm are Urban rooms offering a spectacular view of the city. The design has a more unfinished feel, inspired by Berlin’s edgier, creative side. Concrete walls exude a rough charm and the ceiling reveals the original 50s structure. “We think it’s really cool that we kept the old ribbed ceiling,” says a delighted Janis Nachtigall, the architect in Aisslinger’s team responsible for the project. Along with delicate black and white murals by

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the Japanese artist Yoshi Sissay, cool accents in blue and green add a subtle splash of colour. The interior may be somewhat tougher and more austere, but these rooms still offer plenty of cosiness and warmth. Each one has a raised parapet with a clever window seat integrated beautifully into the recess, which is covered with seat pads and cushions. “A multifunctional, homely box – perfect for working, reading and looking out of the window,” says Janis Nachtigall. After all, the view offers a rare angle for sightseers, bringing them eye to eye with West Berlin’s landmarks – Breitscheidplatz, the Kaiser Wilhelm Memorial Church with Egon Eiermann’s modern addition, and the world-famous Kurfürstendamm avenue.

Up on the ninth floor, the Jungle Sauna is perfect for a spot of R & R with its dry sauna and rest areas. Would you prefer to flex your muscles and work out? Either way, the well-being area is divided into smaller units and features a natural look with lots of larch wood. It centres on the sauna which boasts a spectacular view out towards the zoo. Spa features include a wash fountain, hose, cascade and bucket showers.

The tenth storey is home to our restaurant, NENI Berlin, and the Monkey Bar. There is no doubt that the star of the show up here is the breathtaking view of City West and the leafy canopy of Tiergarten park. Huge glass façades with six-metre-high, full-length windows offer a 360-degree view from throughout this area. The spectacular rooftop terrace runs around three sides of the building and speaks for itself. As on the third floor, guests can get up close and personal with Werner Aisslinger’s design objects – such as some of his chairs. The Wing Chair, the Hemp Chair made from renewable materials and the Bikini Wood Chair for Moroso are all here.

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NENI berlin

Haya Molcho and family are the driving force behind NENI Berlin. She has made NENI in Vienna's Naschmarkt into a gourmet's Mecca and is a passionate hostess, chef, caterer, owner of a hip bar, cookery book author, wife to the famous mime artist Samy Molcho, and mother of four.

During the concept phase, the team headed up by 25hours founder Christoph Hoffmann travelled to Tel Aviv in preparation for the new restaurant. There, in Haya Molcho's home city, they collected a whole host of taste sensations and filtered them for Berlin. Hoffmann recalls intense encounters in markets and authentic eateries. "The simple street food sabih – a kind of pitta bread with a vegetarian filling – is a memorable point of reference for me," he enthuses. Meanwhile, Jürgen Klümpen remembers the unusual method of serving food in the restaurant North Abraxas: "Plates were the exception there. An entire baked cauliflower was placed in the middle of the table on greaseproof paper and everyone plucked off florets by hand." Henning Weiss, Chief Product Officer at 25hours, and Michael End, Managing Director at the hotel group, both agree: "The fish with burning herbs was impressive." Their colleague Bruno Marti is responsible for brand and communications. His highlight was HaBasta in Carmel Market: "I thought the Palestinian tartar was great – a simple, honest market restaurant." Now, their culinary discoveries are being transformed into eclectic East Mediterranean cuisine and served up in Berlin under the watchful eye of Haya Molcho. The menu is a culinary mosaic with a whole host of influences: Persian, Russian, Arabic, Moroccan, Turkish, Spanish, German and Austrian. Haya Molcho takes an international approach and herbs play a major role in her dishes. As a consequence, they also make an appearance in the Monkey Bar.

Food from NENI always goes hand in hand with a moment of sharing and passion. With its easy-going ambience, 25hours Bikini Berlin is the perfect place to put this philosophy into practice. The idea is for everyone to try a bit of everything, and pans go straight from the hob to the table in truly unpretentious style. For this reason, the restaurant will have special tables from Studio Aisslinger with an inset steel panel which can withstand even the hottest casseroles. From light lunches and fortifying snacks to a leisurely dinner with dessert, the menu expresses what matters to Haya Molcho: curiosity. "I like experimenting and I do it a lot, combining flavours and improvising," she says. Eating out at NENI is a down-to-earth, relaxed experience. In typical 25hours style, authentic interpersonal relations are all part of it. The service is informal, sincere and personal – dining at NENI means feeling welcome as a member of the family. "NENI combines the familiar with the new. NENI is multicultural but never clichéd," says Bruno Marti, Executive VP of Brand Marketing at 25hours, adding: "That's why NENI and 25hours go together like proverbial peas in a pod."

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monkey bar berlin

However, the culinary concept at the 25hours Hotel Bikini Berlin does not stop there. Right next to the restaurant on the tenth floor, the Monkey Bar is open in the evening and at night serving the best drinks and fine bar food – created by NENI.

The creative mind behind the Monkey Bar is the internationally acclaimed barkeeper from Hamburg, Jörg Meyer. ‘We joined with Jörg Meyer to develop a smart and unique bar concept,’ says a visibly delighted Christoph Hoffmann, who values the bartender as a known face around the restaurateur scene in Hamburg. Jörg Meyer has run the Bar Le Lion in Hamburg, together with his brother-in-arms Rainer Wendt, since November 2007. A winner of multiple awards, the bar belongs officially to the ‘Best 50 in the World’. It was here, in 2008, that Meyer created his internationally renowned Gin Basil Smash, a cocktail made of gin, basil and lemon. In 2012, the barman opened his first Boilerman Bar in the district of Eppendorf in Hamburg. Its concept: easy-going with a good portion of nonchalance instead of upmarket and pricey. Drinks for clued-up people – cool, but still approachable and very laid-back. ‘This concept complements NENI beautifully,’ says Henning Weiss. ‘It brings together two sets of people with a burning passion for authentically indulgent experiences.’

Opening hours

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| NENI (10th floor) | |
| Breakfast | Mon – Fri 6.30-10.30 p.m. / Sat & Sun 7 a.m.-11.30 p.m. |
| Lunch / Dinner | Mon – Fri 12-11 p.m. / Sat & Sun 12.30-11 p.m. |
| Monkey Bar (10th floor) | Mon – Sun 12.00-2.00 a.m. |

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interior & story

Werner Aisslinger and the 25hours team have developed a multifaceted design concept with the working title “Urban Jungle” for the group’s first hotel in Berlin. “If you’ve seen one, you’ve seen them all” may be true of many hotels, but not 25hours. In line with this ethos, the new hotel in Berlin really engages with its location. Werner Aisslinger underlines this approach: “Our project isn’t a UFO – it is interwoven with the city.” To breathe life into this link, the team started by looking at the bigger picture. São Paulo and the architecture of Oscar Niemeyer first drew the creative team’s attention to the presence of an urban jungle. A reference like Niemeyer’s famous Copan Building represents a microcosm in the heart of the Brazilian megacity. “The idea of creating a city within a city was important to us,” says founder Christoph Hoffmann, summarising as follows: “We drew our inspiration from São Paulo so that we could tell our own story here in Berlin.” Henning Weiss, Head of Operations at 25hours, explains the thinking: “Nature meets culture. The zoo and Tiergarten park on one side; the city with all its hubbub on the other. We translated this duality in 25hours’ special style.”

For Werner Aisslinger, it is clear that: “an idea like ‘Urban Jungle’ must not be implemented too simplistically or overtly. But it mustn’t be done too pompously and intellectually either.” After all, its discordance makes Berlin what it is – its improvised, unpredictable side, and sometimes its tired, turbulent side. He draws on his own personal experience of hotels too. “I like hotels,” he comments before going on to elaborate: “But I prefer the old places because they reflect their surroundings. A bit laissez-faire and a bit vintage, but never too tarted up.” He has little interest in overdesigned hotels. “I look at them out of interest, but I can’t enjoy it,” he admits and says quite clearly: “Anyone who is still designing hotels with the richness factor is out of touch. These days, guests look behind the scenes too and like to know where things come from and why they are the way they are.”

That is precisely why it was important to the team from 25hours and the designer to incorporate Berlin influences and the site’s heritage during the hotel’s concept phase as well as drawing on inspiration from São Paulo. Local colour included the club culture in City West with the popular nightspot Linientreu on Budapester Straße. The club – almost certainly the last original 80s disco – lasted for 26 years until the lease ran out because the Bikini House was being renovated. The legendary Dschungel on Nürnberger Straße was another source of inspiration. Opened in 1978, it was a meeting place for artists, those seeking to promote themselves, and party animals from the divided city and the rest of the world. Prince and Boy George spent their nights in Berlin here. High-profile regulars included the musicians Nick Cave, Iggy Pop and David Bowie. The British rock star even immortalised the Dschungel in his 2013 song “Where Are We Now?” with the lyrics: “Sitting in the Dschungel on Nürnberger Straße.” When the Dschungel closed in 1993, Berlin did not just lose a legendary disco – a very special take on life disappeared with it.

25hours and Werner Aisslinger see themselves as collecting different attitudes to life which relate to the location’s heritage. “That is both a pledge and a challenge,” says Aisslinger and admits: “I’m interested in the notion of thinking ahead and evolving. That’s why the project with 25hours is such a good fit: we are both creatively driven.” Aisslinger, who has made Berlin his home, also appreciates the opportunity that the hotel gives him to showcase his work in his own city by means of such a high-profile project. Nevertheless, he is keen to ensure that his studio does not steal the show. “I work on the principle of creating a collage, and if we want to let Berlin live in the hotel, it goes without saying that we need to get other people from Berlin involved.” This attitude tallies with the 25hours philosophy: local

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influences play a major role at all of the group's hotels. However, while each area's heritage has primarily been alluded to in the past, the idea is to intensify local links now by bringing partners and other players on board. 25hours founder Christoph Hoffmann is a big fan of Aisslinger's open approach. "Although he is a famous designer, Werner Aisslinger is the kind of person who values other people's input," he says. "The final work of art as a whole and his team always take centre stage."

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architecture & history

Berlin's City West has developed immensely in recent years. With its pulsating energy and innovative concepts, it is proving all those who predicted its decline in the 90s wrong. It is a historic place with an intriguing symbiosis of past and future. No other part of Berlin generates as much turnover and nowhere are there more passers-by than in the area between the Memorial Church and Berlin Zoo. Within Berlin's polycentric structure, this is the most important hub in both economic and cultural terms and a key area for retailers. Countless tourist favourites which have made Berlin a top European destination in the last 20 years are nearby, such as Tauentzienstraße, the Golden Globe Fountain, the Kaiser Wilhelm Memorial Church, Zoo Palast, the Zoologischer Garten station and Ludwig Erhard Haus.

Bayerische Hausbau – one of the largest integrated property companies in Germany – acquired the historic group of buildings in 2002. They started revitalising it in 2010 under the name Bikini Berlin. With a usable floor space of 51,100 m², it is one of the largest collections of buildings in western Berlin. Designated as being of historic interest, the complex on Budapester Straße includes the Großes Hochhaus (the large high-rise on Hardenbergplatz), the Zoo Palast, the Bikini House opposite the Memorial Church, the smaller Kleines Hochhaus and a multi-storey car park.

The concept for Bikini Berlin's revitalisation was developed by Arne Quinze and his firm of architects, SAQ. It combines workspace, leisure facilities and entertainment in an urban setting. The Munich-based architects Hild und K were chosen to execute the plans, fusing the Belgian artist Quinze's innovative design with the structural status quo. As well as the interior work, Hild und K are overseeing the design of the façades for both the Bikini House and the Kleines Hochhaus along with the new structural elements. As part of the Bikini Berlin complex, the Bikini House is the little sister of the Großes Hochhaus by Zoologischer Garten station. Schwebes and Schoszberger gave both buildings interesting façades. "They are striking for their reinforced concrete projections and recesses and their varied rows of slender windows and glass balustrades. All of this creates a light, fabric-like impression which calls to mind the West Berlin textile centre which used to be housed in the building on Breitscheidplatz," says Dionys Ottl, Managing Director of the firm of architects Hild und K. Architects.

Bikini Berlin and the 25hours hotel are in the most spectacular spot in City West, sandwiched between the urban Breitscheidplatz and the green oasis made up of Tiergarten park and the zoo. A lively combination of art, culture, fashion, food and academia is just around the corner.

Bikini Berlin caters for the way people's needs have changed. It is designed for people who want public spaces to offer a better-quality experience, inspiring stimuli, an open atmosphere and community involvement. People for whom the unusual is a visible trend culture: young designers rubbing shoulders with international brands, the new alongside the established. Werner Aisslinger promises: "Bikini Berlin will become a place where sophisticated, cultured travellers can experience Berlin in a condensed form."

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partner

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| FRANCESCA SCHIANO | is responsible for the 25hours Hotel Bikini Berlin as General Manager. The Berlin native comes from the hotel's own ranks. In fact, she was the very first employee of the hotel! As Senior Sales & Event Manager she was responsible for all sales activities of the 149-room hotel. Schiano succeeds Dirk Dreyer, who is taking on a new position as General Manager of the Verti Music Hall at AEG Europe. After studying economics at the Free University of Bozen/Bolzano, the Berlin-born Schiano moved back to the German capital. After working for the InterContinental hotel group and various event agencies such as the Arinex agency in Sydney, the half-Italian started her career at 25hours in 2013. |
| STUDIO AISSLINGER | The idea and concept for the interior design of the 25hours Hotel Bikini Berlin were developed by Werner Aisslinger and his team from Berlin (of architect Janis Nachtigall, product designer Tina Bunyaprasit and interior designer Dirk Borchering). He focuses primarily on product design and gained international fame for his LoftCube living units. Born in Nördlingen (Germany) in 1964, the designer likes to experiment with new materials and technologies. His work can be found in several museums' collections. Aisslinger's Juli chair has been part of the permanent exhibition at the Museum of Modern Art (MoMA) in New York since 1998. Over the last three decades, he has developed designs, products and concepts for brands such as Adidas, DeSede, Cappellini, Foscarini, FSB, Moroso, Vitra and Zanotta. |
| SYBILLE OELLERICH | She is responsible for details in the 25hours Bikini Berlin project. Her main focus is the restaurant area on the tenth floor. As the creative finisher, she is like a hunter-gatherer, collecting countless objets d'art. She has supplemented Werner Aisslinger's design with quirky details. Oellerich and Aisslinger also worked together on the Michelberger Hotel in Berlin. |
| HILD UND K ARCHITEKTEN | Established in 1992 as Hild und Kaltwasser, the Munich firm of architects Hild und K has been managed by Andreas Hild and Dionys Ottl since 1999. Matthias Haber joined the management team in 2011 as a third partner. Hild und K's professional success is partly thanks to a highly dedicated team with wide-ranging qualifications. Architecture is not an off-the-peg commodity with Hild und K. Concepts are developed using an in-depth, no-holds-barred process of dialogue with the client. The resulting original solutions fulfil the specific brief sensitively and intelligently. |
| YOSHI SISLAY | The Japanese artist was born in Osaka in 1974. After years of travelling, he now lives in Barcelona. Werner Aisslinger discovered Sislay at an exhibition there and was taken by his illustrations and the way they evolve organically. His delicate black and white illustrations can be found throughout the 25hours Hotel Bikini Berlin. |
| SUPERSENSE | stands for a kind of analogue universe. Florian Kaps from Vienna, aka Doc, is the creative mind and hands-on boss behind Supersense. Doc and his team collect, find, and rescue analogue items. The world owes the survival of Polaroid photos to him. Der |

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| | Supersense Shop in the 2nd District of Vienna is an interactive world brimming with analogue treasures. The lounge area in 25hours Hotel The Circle was designed in collaboration with Supersense. |
| SCHINDELHAUER | Bikes stands for reliable urban athleticism and stylish elegance. The Berlin-based boutique bike maker, with its extraordinary belt-driven bicycles, has repeatedly shaken up the industry with its sophisticated innovations. The company that was founded in 2009 is now a formidable premium manufacturer confidently helping to set the tone in international urban bike culture. Schindelhauer Bikes intends to live up this reputation and continue wowing the market with new product innovations, so it has focused in recent months on reorganizing its internal processes and expanding the team to accommodate the growing company. |
| ULTIMATE EARS | creates new possibilities for enjoying music together on the go. Ultimate Ears first revolutionized the performance and mobility of stage artists with the development of its professional, custom-made earphones. Today, the award-winning mobile speakers open up unrestricted enjoyment of music with friends on the go. |
| STOP THE WATER WHILE USING ME | Water is the basis of all life. And yet it is wasted daily. That is why the natural cosmetics STOP THE WATER WHILE USING ME! developed. The care products are 100% natural and effective and meet the highest standards of certified natural cosmetics. |
| SAMOVA | Founded by a passion for tea and herbal specialties, Samova stands for new taste experiences from the best raw materials, a winning design and exceptional events. All products of the samova collection are created and manufactured with the highest standards of quality and sustainability. |
| CANVASCO | For over ten years, Canvasco has been refreshing the fashion and lifestyle scene with sustainable and creative bag models. Recycling, sustainability and social commitment are still the basic idea for bag making. |
| FREITAG | Inspired by the colorful heavy traffic, the two graphic designers Markus and Daniel Freitag developed a messenger bag in 1993 out of old truck tarpaulins, used bicycle tubes and car straps. That's how the first FREITAG bags came into existence, triggering a new wave in the pocket world. |

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contact & material

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